CONNECTED MOBILITY
HOW CAN THE NUDGING CONCEPT CONTRIBUTE TO SUSTAINABLE MOBILITY

Automotive Congress 2018
Björn Maaß, MHP
CHALLENGES | Traffic Jams & Emissions
APPROACH | Individual Traffic → Public Transport
CONVENIENCE
Use your credits for further mobility offers such as:

**Normal**

- Flat Rate Public Transport
- Mobility Credits
- Taxi
- Unlimited Public Transport
- Days Car-Sharing

**Premium**

- Flat Rate Public Transport
- Collect 500 Mobility Credits
- Taxi
- Unlimited Public Transport
- Days Car-Sharing

**Pay-as-you-go**

Try out your Mobility budget and expand by your personal needs anytime you want!

Your Mobility Enabler

We will bring you to your personal destination at any time you need us! You only have to pay for your individual mobility consumption.
SOLUTION | Dynamization
RESULT | Sustainable Mobility
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